



July 13, 2007

**Indiana Main Street
2007 Downtown Revitalization Awards**

The Indiana Main Street Program will honor outstanding local achievements in downtown revitalization and development at the 2007 Awards Banquet, held at the Cornelius O'Brien Indiana Main Street and Historic Preservation Conference in Richmond, Indiana October 18th.

We invite you to nominate a community, organization or individual for their accomplishments in your community's Main Street Program. Please submit separate forms and supporting documentation for each category. Feel free to duplicate this form if others in your community want to make nominations. All participating Indiana Main Street communities will be eligible.

The Indiana Main Street office must receive completed nomination forms by September 7, 2007.

Nominations can be mailed or emailed.

Please mail completed forms, including photos to:

Indiana Main Street
Office of Community and Rural Affairs
One North Capitol, Suite 600
Indianapolis, Indiana 46204
Attn: Jo Grandel

E-mail nominations to jgrandel@ocra.in.gov

For more information, please call Jo Grandel, Program Manager at 317-232-8910

Awards Nomination Form

We invite you to nominate a community, organization or individual for their accomplishments. Please submit separate forms and supporting documentation for each category. Feel free to duplicate this form if others in your community want to make nominations. You must submit high-quality photos, **or preferably digital pictures**, by September 7, 2007 for the nominations to be accepted.

The Indiana Main Street Program will judge all nomination forms based upon the degree to which the project or person:

- Made an impact on the local Main Street's efforts;
- Affected other projects or individuals; and
- Has been deemed a success locally and/or statewide.

All Main Street programs are encouraged to nominate its local achievements.

Award category: _____

Name/title of nominee: _____

Organization/Business: _____

Nominator's name: _____

Organization/business: _____

Address: _____

Daytime phone: _____

Email: _____

Please provide a brief description of the entry and its impact on local downtown revitalization efforts (see individual award descriptions for further details). Please attach additional sheets if needed.

Award Categories

There are twelve award categories. Please use the attached form to nominate projects, events or individuals in up to three categories.

1. MAIN STREET BUSINESS OF THE YEAR

This award is presented to the owner(s) and employee(s) of a Main Street business who have lead their community's revitalization efforts through such activities as innovative business or marketing strategies and/or leadership of a downtown business organization.

Provide the following information:

- Years in operation;
- Number of employees;
- What makes the business distinctive;
- What are the owner(s)/employee(s) activities in the community; and
- Provide a high quality photo of the owner(s)/employee(s) and/or the business.

2. FIND 'EM AND KEEP 'EM AWARD

This award is presented to the city, town or organization that has implemented incentives to encourage new and retained businesses in downtown areas. Examples include retention/recruitment program, loan pools, grant programs, etc. conducted within the last year.

Provide the following information:

- The nature of the program;
- The funding and implementation strategies;
- The number of businesses assisted and results; and
- Provide high quality photos and any marketing/promotional pieces for the program.

3. BEST WINDOW DISPLAYS AND MERCHANDISING

This award is presented to a downtown business that has consistently shown excellence in visual merchandising; including balance, color, lighting, signage and maintenance.

Provide the following information:

- High quality photos of more than one window display;
- Describe why the merchant's displays are unique or original; and
- Include any training or workshops the merchant attended in order to gain knowledge on effective merchandising.

4. DOWNTOWN SPECIAL EVENT

This award is presented to the organization that has displayed the most creativity in planning and producing a festival, sales promotion or other special events.

Provide the following information:

- Event date and activity schedule;
- Event history, target audience and attendance;
- Volunteer participation;
- Event evaluation;
- How the event fits within the downtown's overall marketing strategy; and
- Provide high quality photos and marketing/promotional pieces from the event.

5. HISTORIC REHABILITATION PROJECT

This award is presented to an outstanding historic rehabilitation project completed in a Main Street district within the last year. The project should include exterior rehabilitation work, but may be both interior and exterior work.

Provide the following information:

- Building's size, age, style, and history of use;
- Building's owner and tenants;
- Description of work completed on the building;
- Financing – state and local assistance received;
- The name of the contractor or architect and any other special design consideration; and
- Provide “before and after” high quality photos of the project.

6. DESIGN OF DOWNTOWN PUBLIC IMPROVEMENTS

This award is presented to the city, town, or Main Street organization that has designed and implemented attractive public improvements for its downtown within the past year.

Provide the following information:

- Project goals, budget and financing;
- Architects and contractors involved;
- Involvement of the downtown organization and volunteers;
- Impact on traffic and pedestrian flow;
- How the project fits within the downtown's overall revitalization strategy; and
- Provide “before and after” high quality photos.

7. BOARD MEMBER OF THE YEAR

This award is presented to a local board member for his or her involvement in a Main Street organization over the past year and for his or her exceptional commitment to downtown revitalization.

Provide the following information:

- The member's tenure on the Main Street board;
- The extent of his or her involvement on committees; and
- Provide a high quality photo of the nominee.

8. STAFF MEMBER OF THE YEAR

This award is presented to an outstanding staff member, either part- or full-time, of a local Main Street organization. Nominations can be received from residents of the staff member's community, fellow staff members and other communities as well.

A peer committee of staff members who have not been nominated will select the award winner among the nominees.

Provide the following information:

- The staff member's tenure with Main Street;
- Professionalism;
- Commitment to downtown;
- Examples of leadership, energy and creativity; and
- Provide a high quality photo of the nominee.